

## Hosting an Effective Lobby Day – Preparation

### **In deciding whether or not to have a lobby day consider the following:**

Do you have bills? Do you have sponsors? Do you have advocates who want to take part?  
Do you want to have a press conference? Do you have time to send an email to all advocates, collect their RSVPs, request meetings for them, and get them to the capitol before the bills pass or fail?

### **Logistics**

- € Get the room and time of the lobby day (this should be done as early as humanly possible)
- € Check with sponsors to see if they are available
- € On lobby day, will legislators stop and have time to speak, or will everyone be out lobbying?
- € Other events that day which may cause a conflict (sex workers lobby day or state of the state)?

### **Action Alerts/Email Alerts**

- € Email alert to advocates announcing the day – 3-4 weeks prior (Include: RSVP info, directions, parking, car pooling possibility, requirements to get in I.D. etc., attire)
- € Email alert update one week prior
- € Email alert the week of with any new news
- € Post on social networking sites – Facebook, etc.

### **Materials**

- € Sign in form for attendees
- € Prepare Lobby 101/Bill Info presentation
- € Advocate to Citizen Lobbyist instruction sheet
- € Advocate's Brief to give to advocates to describe the bills
- € Legislator Briefs to give to legislators
- € Advocate packet (includes info for the advocate, talking points, maps, meeting times)
- € Cards which advocates can use to leave a note if their legislator is not available
- € Pens/Pencils
- € Table cloth
- € Food? Drink? Can you have this in the room?
- € Sign for outside of the room to identify the Lobby Day
- € Labels for advocates to wear so legislators can identify them (ex: End Human Trafficking)
- € Access to the Internet to look up legislators for advocates
- € Evaluation forms (to record how their meetings with legislators went)
- € Optional: Media Packet

### **Volunteers** (If you are fortunate and have volunteers to assist –give each a particular “job” such as:

- € One who checks in all attendees, and records what time their appointments are and with whom
- € One who looks up attendees legislators, if they do not know who they are
- € One who ensures that each participant gets a lobby day packet & additional materials
- € One who can conduct a lobby 101 meeting and a brief run-down of the bills
- € One who can assist participants in getting to their meetings

### **At the end of the day and follow up**

- € Draft thank you notes to any legislators who “stopped by”
- € Email to all participants on the results of the day, next steps of the bills, and their next step

Additional questions, comments, assistance? Please contact James Dold at [jdold@polarisproject.org](mailto:jdold@polarisproject.org)